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# Have You Created Your Roadmap for 2013?

**W**ith a new year stretching out before us, what does your business have in store for you? Unless you can see into the future, you won't know what 2013 will bring. The question is, "Are you ready for anything?" Have you been building the type of business you always dreamed of?

In the many years TDOT has been providing supportive services to its DBEs, we have often wondered, "What makes the successful small businesses maintain and even grow no matter what the economy?" Our inquisitive minds prompted us to examine, and carefully take note of, the characteristics of the most prospering small businesses we work with in the TDOT DBE Program on a daily basis.

The characteristics most observed were: an easily understandable business strategy, flawless execution of services, an inspiring company culture, an organizational structure that simplifies work, the ability to attract and retain talented employees and a strong leadership

team that has a stake in the company's success.

Basically, these small business owners had some ability to see into the future, because they decided years ago that they had to:

- Know What They **Wanted**.
- Have a **Written Plan** to Get What They Wanted.
- Use Benchmarks to **Successfully Progress** Toward What They Wanted.

Do you want to get back on the success track? Then hopefully as you read through this newsletter, you will experience renewed energy and confidence to work on improving your management practices in 2013. If you are a TDOT-certified DBE, be sure to contact the DBE Supportive Services so that our team of consultants can walk you through creating your roadmap to success.

Hope you all have a great and prosperous New Year!

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# DBE Profiles



**Mark S. Deathridge, President/CEO  
East Tennessee Mechanical  
Contractors, Inc.**  
KNOXVILLE, TN

East Tennessee Mechanical Contractors, Inc. (ETMC) is a minority-owned, small business construction company based in Knoxville, Tennessee, specializing in facilities management, general construction and mechanical construction.

ETMC successfully graduated from the U.S. Small Business Administration 8(a) Program over 10 years ago and has been expanding for more than 30 years. ETMC has charted strategic paths of industrial and economic growth and has continued to reengineer their

operations and management processes.

What sets ETMC apart from other construction companies is its forward-thinking and client-focused services. ETMC has served over 50 clients and has a strong working relationship with major leaders and returning customers, such as the U.S. Department of Energy's (DOE) Oak Ridge Operations (ORO); B & W Y-12, LLC; Brasfield & Gorrie, LLC; Skanska; Tennessee Valley Authority; McGhee Tyson Airport; Knoxville Utilities Board; and the Tennessee Department of Transportation.

### ETMC's Customer Benefits...

ETMC offers cost competitive work, timely execution of tasks, environmentally sound methodologies and safe practices. ETMC's customers are provided with quality workmanship, flexibility, emergency response and resourceful project implementation.

### Safety is ETMC's priority...

It is ETMC's goal to finish every project injury- and incident-free. ETMC's OSHA reports illustrate that the company has been injury- and incident-free since 2005. ETMC

has U.S. DOE ORO approved Quality Assurance Plans.

- Safety training (first aid, CPR)
- Daily site walk-through observations
- Weekly safety meetings

### Additional Customer benefits...

- ETMC has the experience to accurately estimate project costs, which allows the company to proactively manage project risk.
- ETMC employs highly experienced estimators, engineers, project managers, superintendents and workforce to effectively and efficiently fulfill each project.
- ETMC's project support personnel share experiences and lessons learned, adding knowledge to the demands of each project.

For more information about ETMC, Inc., visit [www.etmccorp.com](http://www.etmccorp.com) or contact them at: 109 Bertrand Street Knoxville, Tennessee 37917 Tel (865) 522-6108, Fax (865) 637-6532



**Lisa Bingham, President  
The Bingham Group**  
KNOXVILLE, TN

Founded by Lisa Bingham in 1989, The Bingham Group is client-focused and results driven and employs a wide range of talented individuals, from graphic designers to copywriters to production specialists.

Over the years, the agency has consistently achieved positive, lasting results for local, regional and national clients. In fact, most business is generated from positive word-of-mouth referrals. The success of the

company is highlighted by the numerous awards it has received over the years, including six national Telly Awards and over 150 Addy Awards.

### Media & Public Relations:

The Bingham Group provides a full range of services that include advertising, account planning, public relations, media planning and placement, research, graphic design, illustration and website development and design. The agency is currently creating a comprehensive ad campaign for the TN Department of Health (TDH) in support of their Tobacco Quitline program.

### In-House TV Capabilities:

With in-house video editing and 3D animation capabilities, the agency is capable of producing television commercials, corporate videos, electronic news releases and special programming enhancements. The Bingham Group created television spots for Ripley's Aquarium that aired in more than 17 television markets across the

country and nationwide in Regal Cinemas.

### Publications:

The agency's publication department produces two quarterly magazines, *Monroe Life* and *McMinn Life*, from cover to cover, including advertisements. Other magazines produced by the agency have included *The Olde Farm* for a prestigious golf club in Virginia and *Cobalt Life* for Cobalt Boats. In addition, The Bingham Group also designs the *DBE Fastrac* newsletter.

Clients of The Bingham Group have ranged from small, local businesses to national clients and include TDOT, TDH, TDCI, Edfinancial, Hiwassee College, Bryant Boats, ORAU, Regal Cinemas, Ripley's Aquarium, Bankfirst, O.P. Jenkins and Trading Spaces.

For more information about The Bingham Group, visit [www.binghamgroup.com](http://www.binghamgroup.com), call (865) 523-5999 or email Lisa Bingham at [lisa@binghamgroup.com](mailto:lisa@binghamgroup.com).



# Employee Recognition: An Underestimated Business Necessity

**M**any times, I have heard business owners say that they do not care if an employee leaves their company because they can easily replace the employee with another employee. The reality is this managerial mindset sets a wrong tone for implementing a recognition-rich human resource culture that supports business success, and it can be very costly to your business bottom line in the long run.

Research shows that, on average, it costs a company 10 times more to fire and then hire a new employee than it does to retain and retrain existing employees. In many cases, employees leave a company not because of wages, but because they felt that they were not appreciated and valued by their company and/or supervisor.

Appreciation is a fundamental need. Research shows that employees tend to respond more positively to appreciation expressed through recognition of their good work because it confirms that their work is valued. When their work is valued, their satisfaction, productivity and level of engagement increases, which in turn motivates employees to maintain or improve their good work and drive business results.

***"Employee recognition is a timely, sincere and visible gesture of respect and recognition that is offered directly to an employee for his or her contribution to a job well done."***

So how can you ensure your employees feel valued and appreciated? Believe it or not, the answer is simple. By creating a recognition-rich business culture, you are investing in your

company and your employees. It can be as easy as verbally thanking your employees for a job well done, sending a thank you note, recognizing employees during a team meeting or posting letters of recognition from customers on employee bulletin boards. It can also include more formal systems, such as implementing an employee awards and recognition program or organizing company social events, such as lunch with the company president or a company annual summer barbecue.

In his book *How to Win Friends and Influence People*, Dale Carnegie tells the story of a manager charged with supervising a janitor who did shoddy work. The janitor's work was so bad that it had become a joke with the other employees, and, as a result, production suffered. This manager tried several ways to motivate the janitor without success. Finally, the supervisor started complimenting him for work that was done well, making it a point to praise him in front of other people, and pretty soon, the janitor's quality of work started to improve. Before long, he was doing such a good job that others were recognizing him for it, too.

Here are just a few of the many benefits of developing a recognition-rich employee culture for your small business:

- Improved company loyalty
- Better employee morale
- Employees willing to give more to get the job done
- Employees eager to help co-workers
- Employees more concerned about the quality of their work
- Peer respect
- Greater management-to-employee and employee-to-management respect

- Improved employee / management relations
- More highly motivated employees

After you read this article, challenge yourself to find ways to recognize your employees. Doing so is not only good for your business but helps in your own wellness as a leader. When you are giving of yourself in praise to others, the benefits will come back to you in numerous ways. Give it a try. Employee recognition "does a company good!"



**Marie Y. Williams**  
*Human Resource & Leadership Coaching*



# 2013 Tentative DBE Seminars & Workshops Topics



- How to Build Your Business... Getting Your Prospects to Say Yes
- Crafting Your Business Development Plan
- How to Draft an Effective Business Model for Yourself
- Using QuickBooks Effectively
- How to Customize Your QuickBooks
- Financial Analysis for Non-Accountants
- How to Successfully Respond to an RFP
- Bidding, Markup and Pricing Strategies
- How to Estimate Road Construction Accurately
- How to Make Profits on Every Job
- Best Practices: Construction Project Management for Small Businesses
- How to Successfully Use Technology (and Apps) in Your Business
- Can Your Business Operate Without You? Business Continuity Planning
- Know Your Leadership Style
- Leadership and Business Building
- Small Business Human Resource Strategies

## Goal Setting for 2013

How well did your business do in 2012? Did you achieve the goals you set? Did your business make a handsome profit? Did you increase your revenues, your staff or your customer base? These are just some of the questions you should be contemplating before beginning the New Year. Reviewing past performance, determining where improvements can be made and developing new strategies is the starting point for setting goals for the coming years. It is great for you to have a monetary goal you want to reach in mind, but it is not good to set monetary goals without giving a great deal of thought to the detailed strategies that must be implemented to achieve those goals. Following is a to-do list to begin your goal setting for 2013.

- Look at your revenues and expenses from the previous years. List your top 10 customers and expenditures. Determine whether or not your business should market more services to your top 10 customers or recruit additional high paying customers. Look at your top 10 expenditures, and determine if expenses are being

managed and if your materials and labor costs are reasonable compared to your revenues. Create a budget for 2013 revenues and expenses.

- Make a list of strategies to increase sales, customers and profits. Determine when each strategy should be implemented, and put all items on your calendar for 2013. List weekly and monthly goals. If it's possible, list daily goals.
- Review your goals with your staff and get their input on how they think things can be done more efficiently. Employees are assets who can contribute greatly to your organization.

Meet with your TDOT Supportive Services Marketing and Cost Consultants to review your plans.



**Ericka Hayes, CPA**  
Accounting – Business Organization & Information Technology

**IMPLEMENT YOUR NEW GOALS IN 2013!**

## Invent the Future Instead of Trying to Redesign the Past

The best way to predict the future is to invent it. This suggests that the best way to know what's coming is to put yourself in charge of creating the situation you want.

Be purposeful. Look at what's needed now, and set about doing it. Action works like a powerful drug to relieve feelings of fear, helplessness, anger, uncertainty or depression. Mobilize yourself, because you will be the primary architect of your future.

One of the keys to being successful in your efforts is to anticipate. Accept the past, focus on the future and anticipate. Consider what's

coming, what needs to happen and how you can rise to the occasion.

Stay loose. Remain flexible. Be light on your feet. Instead of changing with the times, make a habit of changing just a little ahead of the times.



**Sandra T. Webb**  
QuickBooks Pro Trainer & Certified Payroll Specialist



## Meet the DBE Supportive Services Consultants

*Pictured Left to right: Marie Williams, Sandra T. Webb, Jay B. Mercer, Curtis Webb, Marshall Tabb, Ericka Hayes and Victor Tyler.*



## Welcome New DBEs

### Region 1

**Hedstrom Design, LLC**  
**Sara Hedstrom Pinnell**  
Landscape Architectural Services

**Tennessee Texture, LLC**  
**Tresha Terrell**  
Texture Coating Painting, Bridge and Overpass Painting, Painting and Wall Covering Contractors

### Region 3

**Service Master Building Maintenance**  
**Glendoria Jamison**  
Commercial Janitorial, Carpet and Upholstery Cleaning Service and Other Services to Buildings and Dwellings

### Region 4

**Stratoverge, LLC**  
**Beverly Hayes**  
Business Consulting Services, Computer Hardware and Software Wholesaler

## Recently Renewed Firms

### Region 1

**B & B Lawn Services, Inc.**  
**Mr. Baffin R. Harper, Sr.**  
Erosion Control, Commercial Landscaping and Mowing, Traffic Control

**Dayenesi, Inc.**  
**Daksha Shah**  
Engineering Services

**Dykes Trucking, Inc.**  
**Kim Dykes**  
Concrete Flatwork, Milling, Traffic Control, General Freight Trucking, Local

**Elvado Environmental, LLC**  
**Jill A. Mortimore**  
Environmental Consulting Services

### Region 3

**Don Hardin Group, LLC**  
**Donald Hardin**  
Construction Management Agency

**Elite Roofing Company**  
**D'Arcy O. Porter**  
Commercial, Industrial and Residential Roofing, Commercial and Residential General Contractor

**G & J Construction Company**  
**George & James Jones**  
Concrete Construction, Flatwork, Driveways, Sidewalks, Retaining Walls, Handicap Ramps

**Sunago Builders, Inc.**  
**Michael Tucker**  
General Construction, Sidewalks, Curb & Gutter, Sawing, Cutting & Coring

### Region 4

**Better Backflow Testing, Inc.**  
**Greg Taylor**  
Electrical Contractor, HVAC, Commercial and Residential Plumbing Contractor and Backflow Testing, General Contractor, Landscaping Services

**F & B Enterprise**  
**Fredy Bowers**  
Hauling, Long Distant Trucking and Public Transportation (Low Income, Welfare to Work Recipients, Handicapped and Senior Citizens)

**Self Tucker & Architects, Inc.**  
**Juan R. Self / Jimmie Tucker**  
Architecture, Interior Design, Master Planning

**T.I.E. Construction, LLC**  
**Tomas I. Enriquez**  
General Contractor, Commercial and Residential Construction



**Scheduled 2013 Letting Dates**

February 15, April 5, May 24,  
July 12, August 30, October 18,  
November 15, December 6

**TDOT DBE Supportive Services**

**BUSINESS DEVELOPMENT AND TRAINING**

**TECHNICAL ASSISTANCE**

**BUSINESS ASSISTANCE**

- Business Planning
- Financial Analysis
- Leadership Development
- Business Coaching

**ONE-ON-ONE TRAINING**

- Strategic Marketing
- Accounting Software
- Construction Accounting
- Bidding & Estimating
- Project Management
- Contracts & Specifications
- Construction Plan Reading
- Project Controls

**INTERESTING QUOTE:**

“Companies grow when the people inside them grow first.”

–Geoffrey James, author of *How to Say It: Business to Business Selling*.

**Civil Rights Office  
Small Business Development  
Program Team**

**Cammie Davenport Woodle**  
Executive Director

**Deborah Luter**  
Director, Small Business  
Development Program

**David Neese**  
Small Business Development Coordinator/  
Bond Guarantee  
Program Manager

**Elizabeth Michael**  
Contract Compliance Officer

**Stephanie Brooks**  
Contract Compliance Officer

**Sherri Mays**  
Contract Compliance Officer

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Contract Compliance Officer

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**Marshall Tabb**  
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**Sandra T. Webb**  
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**Ericka L. Hayes, CPA**  
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**Marie Y. Williams**  
Human Resource Specialist  
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